

CENTRAL HOLLYWOOD COALITION
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood CA. 90028

MINUTES

November 13, 2007
Board of Directors Meeting
Los Angeles Film School
6353 Sunset Boulevard
Hollywood, CA. 90028

Officers and Directors Present

(Sign in sheet attached to these minutes as Appendix A)

Dirk Degraeve, President, Paramount Contractors
Duke Gallagher, Secretary/Treasurer, The Production Group
Carol Massie, Assistant Secretary/Treasurer, McDonald's Restaurants
Steve Auer, Sunset Gower Studios
George Abou-Daoud, Bowery Street Enterprises
Shake Bakalyan, Wells Fargo Bank
Susan Durante, Los Angeles Film School
Craig Donahue, The Donahue Group
Richard Inouye, Tribune
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Fred Rosenthal, Ametron

Absent

Brad Folb, Paramount Contractors
Ryan Harter, CIM Group
Darcy Judd, Robertson Properties Group
Father Michael Mandala, Blessed Sacrament Church
Nick Salamone, Off Vine Restaurant

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joe Mariani Jr., Hollywood Property Owners Alliance
Katie Zandona, Hollywood Property Owners Alliance
Don Duckworth, Duckworth Consulting

Guests

Kip Rudd, CRA
Alison Becker, CRA

1. Call to Order

The meeting was called to order by President Dirk Degraeve at 4:07 P.M. The agenda was posted 72 hours prior at this venue and is attached to these minutes as Appendix B.

Note: All Appendices referenced in these minutes are attached to the Official Minutes in the HPOA Staff Office.

2. Public Comment

Steve Auer announced to the board that he is regretfully resigning from the Board effective December 1, 2007 as he will be moving out of the country. The Board wished Auer the best on his future endeavors.

3. Approval of Board Minutes

It was moved by Steve Auer, seconded by Carol Massie and CARRIED to approve the minutes from the October 9, 2007 Board Meeting. The motion was unanimously approved. (The minutes are attached as Appendix C).

4. Treasurer's Report

- A. Gallagher distributed and reviewed the Financial Statements from October 31, 2007. Gallagher mentioned that additional funds had been added to the security line items for the addition of a possible extra patrol car and security camera. In addition to this, extra funds (approx. \$54,000) are being expended for extra security coverage through the end of this year. Taking into account these expenditures the board is scheduled to end the year with \$228,309 in the bank which would be carried over in to the new 2008 budget.

It was moved by Carol Massie, seconded by Susan Durante and CARRIED to approve the Treasurer's Report for October 31, 2007. The motion was unanimously approved. (The Treasurer's Report is attached as Appendix D).

- B. The board was given a copy of the draft 2008 budget. Gallagher explained if the board was to carry over \$200,000 from the 2007 year the board would have a total budget in 2008, after deductions for a 2% city fee and 2.5% estimated delinquencies, of \$1,429,890. Dirk Degraeve questioned as to what will occur when new square footage is added or subtracted from the area due to construction projects scheduled to begin in the near future. Don Duckworth had recently spoke with the City Clerk's office and was given the advice that the language (listed below) had to be included in the MDP or Engineer's report for all new BIDs. However, in the case of the Sunset and Vine BID, the City Clerk advised that the language be included in the Annual Planning Report, scheduled to be filed with the City on December 1, 2007:

As a result of continued development, the District may experience the addition or subtraction of assessable commercial footage for parcels included and assessed within the BID boundaries. The modification of parcel improvements assessed within the District may then change upwards or downwards the amount of total footage assessment for these parcels. In

future years, the assessments for the special benefits bestowed upon the included BID parcels may change in accordance with the assessment methodology formula listed in the Management District Plan and Engineer's Report provided the assessment formula does not change. If the assessment formula changes, then a Proposition 218 ballot will be required for approval of the formula changes.

Morrison advised the group that the City Clerk's office had informed her and Don Duckworth that construction projects and developers should be aware that their assessments will rise so that there are no surprises down the line.

A discussion ensued as to whether or not to set aside some of the excess dollars from this year in a capital improvement fund for streetscape expenditures. Gallagher explained that it would complicate the budget process. The board decided to leave the budget as is.

It was moved by Steve Auer, seconded by Richard Inouye and CARRIED to approve the 2008 Budget as presented, and include in the 2008 Annual Planning Report to the city the language which stipulates the intent to assess new square footage added to the BID through new construction (listed above in italics). The motion was unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

- a) MacPherson informed the board that the newly purchased 19 trash receptacles should be arriving in about a week. MacPherson informed the board that the Streetscape Committee recommends that the group approve the purchase of new plaques for the new receptacles. Katie Zandona showed the board the new proposed design for the trash cans. MacPherson said 1,000 plaques could be purchased for \$1,150.

It was moved by Michael Pogorzelski, seconded by Duke Gallagher and CARRIED to approve the purchase of 1,000 newly designed trashcan plaques for a cost not to exceed \$1,150. The motion was unanimously approved.

- b) Currently Clean Street has finished one cycle of pressure washing in the district. MacPherson informed the board to please contact her if they are not satisfied with the condition of a sidewalk in the BID area.
- c) Clean Street is picking up 20-25 bulky items a day. A space is needed in the BID area to store a 10 ft. x 40 ft. roll off dumpster in which the items will be placed. Craig Donahue suggested a location that he would further investigate. MacPherson asked the board to continue to keep their eyes open for any areas that may accommodate a dumpster.

- d) Kipp Rudd and Alison Becker from the CRA outlined the various components of a proposed urban design plan (the “Plan”), sponsored by CRA, for Sunset Boulevard and Civic Center. The Plan, which will be bid out to qualified firms later this year, will address existing development patterns and land uses, and provide a series of recommendations intended to “soften” the transition between the denser regional core, that runs along Sunset Boulevard, and smaller-scale residential neighborhoods north and south.

B. Security Committee

- a) At the last Joint Security Committee meeting the Council office informed the group that the signs for Selma Park are still being manufactured, but in the mean time the office provided the group with temporary signs that could be used that would allow Andrews and L.A.P.D. to take enforcement action against individuals who are loitering in the area.
- b) Steve Auer notified the board that the Committee was also updated on the status of the Get Love feeding program, and that currently the individuals heading the program are looking at a couple of alternate locations to move the program from the current Ivar site.
- c) Morrison indicated that Andrews International has sought the input of the Security Committee as they have been receiving request to have BID officers provide security for private parties and events within the BID area. These officers would not be paid for with assessment dollars, but would still be wearing the “BID uniform” as it has become a recognized brand within the district. The board agreed that hiring the officers for private patrol would be a good idea, but felt that the officers should not wear the BID uniform when hired by a private property or business owner.
- d) Auer informed the board that the Committee has approved the installation of a surveillance camera at the southwest corner of Sunset and Vine.
- e) At the last Joint Committee Meeting, Darcy Judd reported that there have been fights occurring in the Arclight parking structure in the early hours of the morning. Morrison informed the board that Judd will be bringing this issue before the next nightclub CPAB committee meeting so that the L.A.P.D. would be more aware of the situation and that the group could try and find a potential solution to the problem.

C. Marketing Committee

- a) Craig Doanhue and Katie Zandona reviewed with the board the proposed design for the 150 double sided pole banners that would be

seen throughout the district in early 2008. Zandona informed the board that she had received a quote from NBE, an alternative banner company, and found that the quote was \$800 higher than the current quote from Gold Graphics. Zandona recommended the board stay with Gold Graphics as the company has also obtained the permits for the area beginning in February 2008. The total cost for the 150 double unit pole banners is \$32,485 after tax. The board discussed the proposed designs and felt that some minor changes should be made before they are produced.

It was moved by Shake Bakalyan, seconded by Steve Auer and CARRIED to approve the proposed pole banner design subject to changes being made and approved by Craig Donahue before they are displayed in the district. The motion was unanimously approved.

- b) Zandona distributed to the board this month's new Sunset and Vine BID News, which would be going out to stakeholders and property owners within the BID in the coming week.
- c) The Sunset and Vine BID website is scheduled to be up and running by January 2008.

6. New Business

- A. Morrison reported that after last month's October board meeting, several board members were wondering if the board should support development projects within the BID. Morrison advised that it would be wise for the board to develop a policy that would state that the Sunset and Vine BID would either be in support of or remain neutral in supporting future development projects in the area. Degraeve suggests that individual board members in favor of projects could still support projects, on an individual basis, however it would be best if the board as a whole would remain neutral in such situations.

It was moved by Michael Pogorzelski, seconded by Steve Auer and CARRIED to approve a position statement that the Sunset and Vine Board would remain neutral on endorsing future development projects within the BID area. The motion was unanimously approved, one abstention Duke Gallagher.

- B. Don Duckworth distributed the report from the Bylaws working group that had been the subject of board conversations in October. Formal action on that report had been deferred pending a meeting of the Subcommittee which was held on October 22, 2007. As a result recommendations were formerly presented for board action. The following five amendments are recommended for inclusion in the Bylaws:

- 1. Modification of "principal executive office" address to 1680 Vine Street, Suite 216.

2. Addition of a provision declaring that three (3) or more consecutive, unexcused absences from regular Board Meetings; or, an aggregate of four (4) absences in a calendar year from regular Board Meetings constitutes an “automatic resignation” from the Board of Directors (Section 5.3.a.vi).
3. Addition of e-mail notice acceptability for Special Board Meetings. (Section 5.8.b.1).
4. Deletion of language that limits the maximum number of terms a CHC president may hold office (Section 7.2)
5. Addition of language that allows the President to vote to break a tie vote of Board Members in the event that he is otherwise deemed a non-voting Board Member. (Section 7.7.b).

Additionally the committee had discussed other potential amendments to the bylaws, including the creation of staggered terms, and term limits, among others. The Subcommittee recommended against making changes to those areas at this time. Finally, the report also included a set of guidelines to govern the nominating process.

It was moved by Susan Durante, seconded by Steve Auer and CARRIED to approve the report of the Bylaws working group as outlined above. The motion was unanimously approved.

7. Report from Kerry Morrison

- A. Morrison updated the board on meetings she has currently been attending, including Valet Parking Task Force and Hail a Cab meetings, on behalf of both the Hollywood Entertainment District and Sunset and Vine BID. Morrison asked the board for any input they may have regarding regulating valet prices, or trying to establish loading zones for taxis within the district.
- B. Board members were invited to come to the HPOA office (1680 Vine, Suite 200, Hollywood, CA.) on Monday, November 19, 2007 at 12:15 as the BID staff along with Kipp Rudd, CRA and Bill Farrar, Andrews International, would be doing a presentation on their trips to both the IDA (International Downtown Association) and CDA (California Downtown Association) conferences.
- C. Morrison offered her apology to the board for sending out a letter requesting the support of property owners for the HPOA staff's team as they will be participating in the United Way's 5K walk to end homelessness. The letter was sent out on SVBID stationery without the board's prior approval.

8. Consultant's Report

- A. Don Duckworth reminded the board that applications for the Nominating Committee are due to be in by Friday, December 21, 2007.

9. Next Meeting

The next meeting was scheduled for Tuesday, December 11, 2007 at 4:00 P.M. at the Los Angeles Film School (6353 Sunset Blvd., Hollywood, CA. 90028).

10. Adjournment

There being no further business the meeting was adjourned by Board President Dirk Degraeve at 5:51 P.M.